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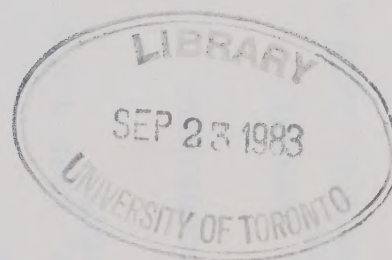
CONFIDENTIAL SUBMISSION

to

CANADIAN RADIO-TELEVISION COMMISSION

by

The TELEVISION BUREAU OF CANADA



April 1970



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MIDDLESEX COUNTY - ONTARIOPROGRAM PERFORMANCE ANALYSIS BY PROGRAM TYPE AND
STATION ORIGINATION AMONG CABLE AND NON-CABLE EQUIPPED TV HOUSEHOLDS7:00 - 11:00 p.m. MONDAY THROUGH SUNDAY AVERAGENOVEMBER 1969

	Number of Program Quarter Hours	Average Quarter Hour Rating	
		Cable TV Households	Non-Cable TV Households
<u>CFPL - TV</u>			
TOTAL CONTENT	112	15.1%	41.1%
CANADIAN CONTENT	44	16.0%	36.3%
N.H.L. HOCKEY	12	30.2%	39.5%
CANADIAN CONTENT, LESS N.H.L. HOCKEY	32	10.8%	35.1%
U.S. CONTENT	68	14.5%	44.2%
<u>CKCO - TV</u>			
TOTAL CONTENT	112	12.0%	10.7%
CANADIAN CONTENT	22	16.5%	6.8%
N.H.L. HOCKEY	10	27.7%	18.9%
CANADIAN CONTENT, LESS N.H.L. HOCKEY	12	7.3%	6.8%
U.S. & U.K. CONTENT	90	10.9%	10.3%
<u>U.S. STATIONS (COMBINED)</u>			
TOTAL CONTENT	112	33.0%	*
VS. U.S. & U.K. CONTENT	58	33.0%	*
VS. N.H.L. HOCKEY	22	29.1%	*
VS. CANADIAN CONTENT, LESS N.H.L. HOCKEY	32	34.9%	*

NUMBER OF TV HOUSEHOLDS

47,000 (60.0%) 31,300 (40.0%)

* The average quarter-hour ratings achieved by U.S. Stations among non-cable TV households in Middlesex County are considered too low to be statistically reliable.

Source: A.C. Nielsen Co. of Canada Ltd.

MIDDLESEX COUNTY - ONTARIO

CPPL-TV AVERAGE PROGRAM SHARE BY
PROGRAM TYPE AMONG CABLE AND NON-CABLE
EQUIPPED TV HOUSEHOLDS

7:00 - 11:00 p.m., MONDAY THROUGH SUNDAY AVERAGE

NOVEMBER 1969

CPPL - TV	Number of Program Hours	Average Share of Audience Cable TV H/H	Average Share of Audience Non-Cable TV H/H
TOTAL CONTENT	112	24.4	73.1
CANADIAN CONTENT	44	23.7	70.2
N.H.L. HOCKEY	12	45.4	70.3
CANADIAN CONTENT LESS N.H.L. HOCKEY	32	18.3	70.1
U.S. CONTENT	68	23.2	75.0

Source: A.C. Nielsen Co. of Canada Ltd.

VALIDATION OF DATA USED IN ANALYSIS

OF MIDDLESEX COUNTY CABLE AND

NON-CABLE EQUIPPED TV HOUSEHOLDS

TvB has for some time been interested in determining the effect on viewing habits of extensive cable penetration in what was previously almost exclusively a single channel market.

To our knowledge there existed no source of audience measurement data which could be used to determine the difference in viewing habits among cable and non-cable equipped TV households within accepted degrees of statistical tolerances.

In September 1969, London, Ontario was selected for a detailed study, using Middlesex County, as the defined Central Market Area to be investigated.

The A. C. Nielsen Company of Canada Ltd., was commissioned to increase the sample for their normal November 1969 NBI report, in order that statistically reliable projections of viewing could be made for both TV households equipped with cable and for those not so equipped.

The in-tab samples provided by the A.C. Nielsen Co. of Canada Ltd., for this report were 223 Cable TV Households and 151 non-cable TV Households. All data supplied is in accordance with established minimum reporting standards.

VALIDATION OF DATA USED IN ANALYSISOF MIDDLESEX COUNTY CABLE ANDNON-CABLE EQUIPPED TV HOUSEHOLDS

TVB has for some time been interested in determining the effect on viewing habits of extensive cable penetration in what was previously almost exclusively a single channel market.

To our knowledge there existed no source of audience measurement data which could be used to determine the difference in viewing habits among cable and non-cable equipped TV households within accepted degrees of statistical tolerance.

In September 1969, London, Ontario was selected for a detailed study, using Middlesex County as the defined Central Market Area to be investigated.

The A. G. Nielsen Company of Canada Ltd. was commissioned to discuss the sample for their August-November 1969 NIT report, in order that statistically reliable projections of viewing could be made for both TV households equipped with cable and for those not so equipped.


The in-home sample provided by the A. G. Nielsen Co. of Canada Ltd. in this report were 233 Cable TV Households and 151 non-cable TV Households. All data supplied in the accordance with established minimum reporting standards.

C O N F I D E N T I A L

ANALYSIS OF PROGRAM REACH
AND FREQUENCY OF VIEWING
AMONG CABLE AND NON-CABLE
EQUIPPED TV HOUSEHOLDS IN
MIDDLESEX COUNTY - ONTARIO

7:00 pm - 11:00 pm Monday Through Sunday

 NOVEMBER 1969



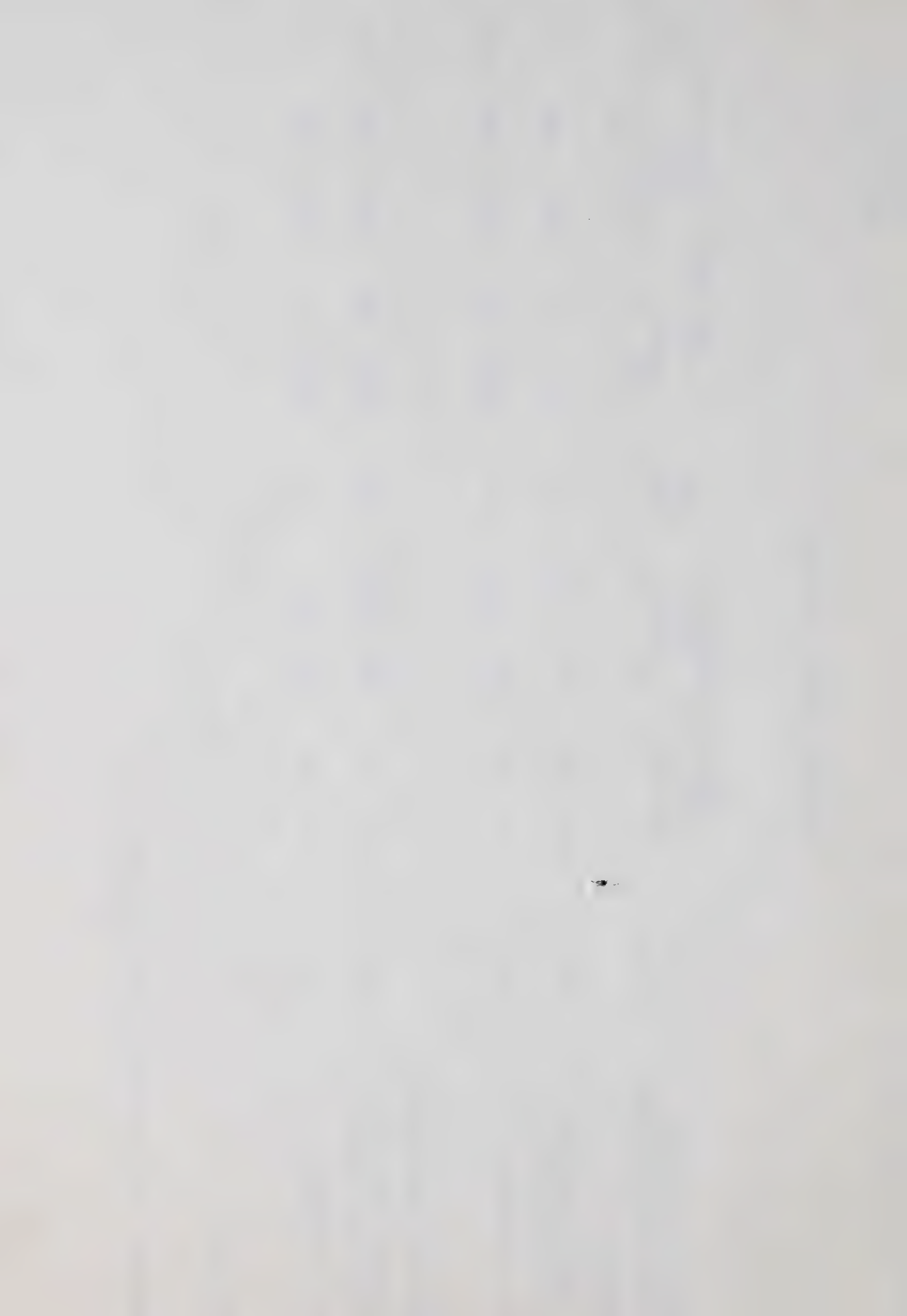
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MIDDLESEX COUNTY - ONTARIO

STATION AND PROGRAM CLASSIFICATION	No. of Prog.	CABLE TV HOUSEHOLDS				NON-CABLE TV HOUSEHOLDS					
		Net Reach		Gross Reach	Avg. Freq.	Net Reach		Gross Reach	Avg. Freq.		
		'00	%	'00	%	'00	%	'00	%		
CFPL-TV											
CANADIAN PROGRAMS (excluding Hockey)	11	282	60	577	123	2.0	267	85	1,227	392	4.5
U.S. PROGRAMS	22	391	83	1,495	318	3.8	293	94	3,081	984	10.5
CFPL-TV PLUS CKCO-TV											
CANADIAN PROGRAMS (excluding Hockey)	16	321	68	759	161	2.3	275	88	1,330	425	4.8
U.S. PROGRAMS	45	436	93	2,720	579	6.2	296	95	3,798	1,213	12.8
TV HOMES											
										31,300	

Source: A.C. Nielsen Co. of Canada Ltd.



EXPLANATION AND CONCLUSIONS

As referred to in our brief (page 16), the preceeding table reflects the total (as against average) performance among cable and non-cable TV homes of Canadian and U.S. program content broadcast by the major and secondary contributing Canadian TV stations into Middlesex County.

It is interesting to note that among cable TV homes not only is the cumulative reach of U.S. programs telecast by CFPL-TV higher than the cumulative reach of Canadian programs (excluding Hockey), which may possibly be attributable to more U.S. programs being aired during this time period, but that the gross reach is 159% more, while the number of U.S. programs exceeds the number of Canadian programs by only 100%. More significant still is the fact that among non-cable TV homes the relationship is 151% to 100%.

When combining the programming of CFPL-TV with that of CKCO-TV, we find that although U.S. program content exceeds Canadian program content (excluding Hockey) by 181%, the gross reach of the former among cable TV homes exceeds the latter by 258%.



It is also interesting to note that the net reach of Canadian programs (excluding Hockey) among non-cable TV homes, is higher than the net reach among cable TV homes by 42% (CFPL-TV only) and 29% (CFPL-TV Plus CKCO-TV), while the net reach of U.S. programs among non-cable TV homes exceeds that among cable TV homes by only 13% and 2% respectively. Thus we conclude that cable TV homes exercise their choice of alternate viewing to a far higher degree when the two Canadian stations are programming Canadian content than when U.S. content is being programmed.

CONFIDENTIALUNSOLD INVENTORY OF COMMERCIAL TIME

<u>STATION</u>	<u>PERIOD</u>	<u>CANADIAN PRODUCED SHOWS</u>	<u>CANADIAN PRODUCED SHOWS MINUS HOCKEY, NEWS, AND PUBLIC AFFAIRS</u>	<u>U.S. PRODUCED SHOWS</u>	<u>OTHERS</u>
CHAN (K)	(a) 6:30 P.M. - 11:30 P.M. February, 1970	9%	50%	-	-
VANCOUVER VICTORIA	(b) Complete broadcast schedule: Jan. 1 - Mar. 31, 1970	[Refers to Canadian content produced or purchased by CHAN from non-CTV sources]			
		80%		11%	9%
TO Toronto	6:30 P.M. - 11:30 P.M. February, 1970	NIL	NIL	NIL	NIL
CH Hamilton	"	12%	12%	7.8%	40%
CB Sydney	"	55.9%	61.5%	40%	25%

NOTE: Other than category 1 (b), which is explained above, commercial inventory includes National Selective, Regional and Local commercials only. Network sales are not included but are reported separately for CTV below.

<u>STATION</u>	<u>PERIOD</u>	<u>CANADIAN</u>	<u>U.S.</u>	<u>OTHERS</u>
TELEVISION NETWORK	February, 1970			
	(a) Prime Time	46%	15%	10%
	(b) All time periods: Prime, day, weekend day. 38%		18%	21%

TIME

IAN PRODUCED
MINUS HOCKEY,
AND PUBLIC AFFAIRS

U.S.
PRODUCED
SHOWS

OTHERS

-

-

11%

9%

NIL

NIL

7.8%

40%

40%

25%

ry includes National Selective, Regional and Local
rately for CTV below.

U.S.

OTHERS

15%

10%

18%

21%

